

In the claims:

1. (currently amended)        A digital network system comprising:

a central server including a computer storage unit for receiving and storing digital content data representative of text and video information, and digital context data representative of contexts associated with said digital content data, said central server being coupled to a wide area network and to an intra-site network;

a sub-net server coupled to said central server via the intra-site network, and coupled to a local area network;

a plurality of digital projector assemblies coupled to the local area network, each digital projector assembly including a processing unit and a digital projector;

**automated** schedule means for accessing a subset of said stored digital content data in said computer storage unit responsive to said associated digital context data and **said** show schedule information; and

production means for assembling presentation data for a first digital projector assembly of said plurality of digital projector assemblies, said presentation data including a subset of said stored digital content data, and said first digital projector assembly for presenting said presentation data to an audience and for producing a presentation log.

2. (original)        The digital network system as claimed in claim 1, wherein said system further includes job approval means for receiving approval data regarding whether said selected digital content data is approved for transmission to said first digital projector assembly.

3. (original) The digital network system as claimed in claim 1, wherein said computer storage unit includes:

an account and user database for maintaining records of contact, billing and login information;

a job and schedules database for maintaining said digital content data and said digital context data;

an exhibitor and sites database for maintaining data representative of information describing screen locations, actual schedules, box office sales data, membership data and site data; and

a show schedule database for maintaining data representative of show information.

4. (original) The digital network system as claimed in claim 1, wherein said system further includes logging means for receiving a presentation log that includes data representative of said presentation data at said first digital projector assembly.

5. (currently amended) A digital network system comprising:

a plurality of digital projector assemblies coupled to a first network; and

a central server including a computer storage unit for receiving and storing digital content data representative of text and video information and digital context data representative of contexts associated with said digital content data, said central server being coupled to said first network and including:

attraction show schedule means for receiving show schedule information regarding an event that is to occur in a first environment associated with a first digital projector assembly;

**automated** schedule means for accessing a subset of said digital content data in said computer storage unit responsive to said associated digital context data and said show schedule information;

production means for assembling presentation data for said first digital projector assembly that includes said subset of digital content data, said first digital projector assembly for producing a presentation log; and

logging means for receiving said presentation log and for recording log data representative of whether said subset of digital content data was presented at said first digital projector assembly.

6. (original) The digital network system as claimed in claim 5, wherein said system further includes a sub-net server, and said plurality of digital projector assemblies are coupled to said first network via said sub-net server and a second network.

7. (original) The digital network system as claimed in claim 5, wherein said system further includes job approval means for receiving approval data regarding whether said subset of digital content data is approved for transmission to said first digital projector assembly.

8. (original) The digital network system as claimed in claim 5, wherein said central computer storage unit includes:

an account and user database for maintaining records of contact, billing and login information;

a job and schedules database for maintaining said digital content data and said digital context data;

an exhibitor and sites database for maintaining data representative of information describing screen locations, actual schedules, box office sales data, membership data and site data; and

a show schedule database for maintaining data representative of show information.

9. (original) The digital network system as claimed in claim 5, wherein said system further includes request receiving means for receiving a job request for the presentation of requested digital text data and digital video data at a subset of digital projector assemblies of said plurality of digital projector assemblies.

10. (original) The digital network system as claimed in claim 9, wherein said system further includes request fulfillment means for determining whether said job request will be fulfilled.

11. (currently amended) A digital network system comprising:

a plurality of digital projector assemblies coupled to a first network; and

a central server including a computer storage unit for receiving and storing digital content data representative of text and video information and digital context data representative of job request contexts associated with said digital content data, said central server being coupled to said first network and including:

request receiving means for receiving a first job request for the presentation of first requested digital text data and digital video data at a digital projector assembly, and for providing a first subset of said digital content data and a first subset of said digital context data responsive to said job request;

attraction show schedule means for receiving show schedule information regarding an event that is to occur in a first environment associated with a first digital projector assembly;

request fulfillment means for determining whether said job request will be fulfilled;

**automated** schedule means for accessing said first subset of said digital content data in said computer storage unit responsive to said first subset of digital context data and said show schedule information;

production means for assembling presentation data for said first digital projector assembly that includes said subset of digital content data, said first digital projector assembly for producing a presentation log; and

logging means for receiving said presentation log and for recording log data representative of whether said subset of digital content data was presented at said first digital projector assembly.

12. (original) The digital network system as claimed in claim 11, wherein said central computer storage unit includes:

an account and user database for maintaining records of contact, billing and login information;

a job and schedules database for maintaining said digital content data and said digital context data;

an exhibitor and sites database for maintaining data representative of information describing screen locations, actual schedules, box office sales data, membership data and site data; and

a show schedule database for maintaining data representative of show information.

13. (original) The digital network system as claimed in claim 11, wherein said system further includes a sub-net server and a second network, and said plurality of digital projector assemblies are coupled to said first network via said sub-net server and said second network.

14. (currently amended) The digital network system as claimed in claim 11, wherein, said request receiving means ~~further receives~~ is further configured to receive a second job request for the presentation of second requested digital text data and digital video data at a second subset of digital projector assemblies of said plurality of digital projector assemblies.

15. (original) The digital network system as claimed in claim 14, wherein said attraction show schedule means further receives show schedule information regarding an event that is to occur in a second environment associated with a second digital projector assembly.

16. (currently amended) The digital network system as claimed in claim 15, wherein said schedule means further accesses ~~said a~~ second subset of said digital content data in said computer storage unit responsive to ~~said a~~ second subset of digital context data and said show schedule information.

17. (original) The digital network system as claimed in claim 16, wherein said production means further assembles second presentation data for said second digital projector assembly that includes said second subset of digital content data.

18. (original) The digital projector assembly as claimed in claim 17, wherein said second digital projector assembly presents said second presentation data and produces a second presentation log.

19. (original) The digital network system as claimed in claim 18, wherein said logging means further receives said second presentation log and generates log data representative of whether said second subset of digital content data was presented at said second digital projector assembly.